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TO: Distribution **DATE:** January 13, 1994

FROM: Ashley O'Neil AON

SUBJECT: Marlboro Country Store B4G1F Pack Promotion

OVERVIEW

During May and June Marlboro will execute a national Country Store themed retail product promotion. This promotion will be part of the launch of the 1994 Country Store program. 16MM B4G1F pack deals will be produced for this program for placement in both Retail Masters and Non-Retail Masters pack outlets. Each pack deal will contain a "Bonus Miles" offer where consumers can send away to get 25 MCS miles to get started.

OBJECTIVES

- To generate awareness/encourage participation in the Marlboro Country Store continuity program
- To build Marlboro volume
- To maintain a high visibility presence for MCS at retail

PROGRAM DETAILS

- Timing: May 2 - July 1, 1994
- Offer: B4G1F (16MM deals)
- Scope: National
- Penetration: Pack outlets
  Primary: Retail Masters accounts
  Secondary: Non-Retail Masters accounts
- Units: 1.6 Billion

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Source: https://www.industrydocuments.ucsf.edu/docs/ffdy0004

PACKINGS

Four Marlboro packings will be featured in the B4G1F promotion:

- Marlboro Red Box (40%)
- Marlboro Lights Kings Box (30%)
- Marlboro Lights 100's Box (20%)
- Marlboro Medium Kings Box (10%)

Sales reps are required to pre-book product based on the above noted mix of each packing.

ALLOCATION

Promotional allocations were based on each region's percent contribution to Marlboro's total volume and the requirement for Region 5 heavy-up promotion allocations. These calculations were based on a 85% participation level among all pack outlets.

Product will be delivered to wholesalers in 4 shipments (25% of total regional allocation per shipment). Two weeks will separate each delivery date.

April 18, 1994
May 2, 1994
May 16, 1994
June 1, 1994

All promotional product will be produced in Richmond and assembled at Pre-Con. Complimentary product will be stickered identifying those packs as "Complimentary product, not for re-sale". Special Marlboro Country Store packaging has been produced for all promotional product.

MATERIALS

Three display sizes have been produced and allocated by region for this promotion. They are a 20 deal counter display, 40 deal floor display and 100 deal floor display.

Each display will come with a laminated sheet on a grommet chain, featuring each item from the catalog (not available in Kansas). Horizontal window posters and danglers will also be provided.

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Source: https://www.industrydocuments.ucsf.edu/docs/ffdy0004

Since multiple item offers are prohibited in Kansas, single item merchandise order cards have been produced for placement in a separate take one holder.

- One display kit is required for each participating account. All POS (1 laminated catalog sheet, 2 danglers, 2 posters) should be placed in each participating retail account.

- All display kit orders are to be placed through PM Express

All POS materials will be assembled into kits as follows:

B4G1F - 20 Deal Display
PM Express Kit # 06301
Midas #76559 (For Allocation)
- 20 deal counter display
- 1 laminated catalog sheet on chain
- 2 danglers
- 2 horizontal posters

B4G1F - 40 Deal Floor Display
PM Express Kit # 06302
Midas # 76560 (For Allocation)
- 40 deal floor display
- 1 laminated catalog sheet on chain
- 2 danglers
- 2 horizontal posters

B4G1F - 100 Deal Floor Display
PM Express Kit # 06303
Midas # 76562 (For Allocation)
- 100 deal floor display
- 1 laminated catalog sheet on chain
- 2 danglers
- 2 horizontal posters

B4G1F - 40 Deal Floor Display - Kansas
PM Express Kit # 76563
Midas # 76564 (For Allocation)
- 40 deal floor display
- 2 danglers
- 2 horizontal posters
- 200 MCS individual item order cards
- 1 Take one holder for item order cards

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Source: https://www.industrydocuments.ucsf.edu/docs/ffdy0004

B4G1F - Military Repack Sleeve Kit
PM Express Kit # 76567
Midas # 76568 (For Allocation)

- 120 Red Box sleeves
- 90 Lights Kings Box sleeves
- 60 Lights 100s Box sleeves
- 30 Medium Kings Box sleeves
- 300 Bonus Miles Offer inserts

ALLOWANCE/TERMS

FSF to ship display kits directly to retail only. Distributors will receive a $0.10 per carton off-invoice handling allowance.

White promotional cartons will be coded as follows:

PACKING	B4G1F PROMO CODE - NATIONAL	MILITARY CODES
Red Box	00AF	00AX
Lights Kings Box	06MF	06MX
Lights 100s Box	01MF	01MX
Medium Kings Box	27NF	27NX

All promotional product will be assembled into 6M cases.

No hand tax stamping allowance will be paid against this promotion.

Since one of the primary objectives of this promotion is to introduce the Marlboro Country Store catalogs and enlist smokers into the program, promotional product must be merchandised on the temporary displays being produced for the promotion. Promotional product is not to be placed on other cigarette racks or merchandising areas.

ORDERING INSTRUCTIONS

The following provides wholesale delivery dates for promotional product and dates for orders.

Product orders must be entered into the order entry system by:

3/28/94	for delivery	4/18/94
4/11/94	for delivery	5/2/94
4/25/94	for delivery	5/16/94
5/9/94	for delivery	6/1/94

Display Kit orders must be ordered via the IVR system:

Ordering begins	2/14/94	through	6/17/94
Delivery begins	4/18/94	through	7/1/94

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Source: https://www.industrydocuments.ucsf.edu/docs/ffdy0004

TIMING	DUE DATE
Materials due PM Express	April 4, 1994

MATERIAL QUANTITIES

Item	Quantity	POS #	P/F
Free Packs (1 per deal)	16,000,200	N/A	N/A
B4G1F 1/2 Carton Sleeves (Deals)			
	Quantity	POS #	
Red Box Military repack sleeves	18,000	70757	30
Lights Kings Box repack sleeves	13,500	70758	30
Medium Kings Box repack sleeves	4,500	70759	30
Light 100s Box repack sleeves	9,000	70760	30
Red Box	6,382,080	70638	60
Lights Kings Box	4,786,560	70649	60
Medium Kings Box	1,595,520	70650	60
Lights 100s Box	3,191,040	70651	60
25 Bonus Miles/MCS Catalog Request Form Insert	16,000,200	70639	N/A
20 Unit Counter Display	28,000	70717	1
40 Unit Floor Display	91,000	70640	1
100 Unit Display	21,500	70718	1
Laminated Catalog Sheet	140,500	70720	1
Horizontal Window Poster	281,000	70641	2
Dangler	281,000	70642	2
Kansas Take One Holder	1,300	70740	1
Kansas Item Order Cards * (est. 1300 participating pack outlets. 200 cards per outlet. 10 bundles of 10 will be in each kit.)	260,000	70721	10*

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